

## Further Studies

Versatile pathways are available for postgraduate professional and academic studies after graduation.

- Possible credit transfer to Master programmes offered by CBS, such as Chinese Linguistics, Chinese Language and Literature, Teaching Chinese as a Foreign Language, Translation and Interpreting, and Bilingual Corporate Communication.
- Various MA, MSc, or PhD programmes offered by local or overseas institutions, such as:
  - Translation, Specialized Translation with Interpreting;
  - Business Administration, International Management, Public Relations and Corporate Communication, International Business Communication, Strategic Public Relations, Critical Discourse, Culture and Communication, Journalism;
  - Linguistics, Computational Linguistics, Clinical Linguistics, Language Sciences, Language and Cognition, Biological Science; and
  - Chinese Studies, East Asian Studies, and English Language and Literature

## Sharing by CBS Alumni

**Francis Lee**  
(Senior Vice President, FleishmanHillard; class of 2006)

Strong communication skill is a necessary quality in this rapid changing world. CBS programmes offer a series of practical workshops which strengthened my communication skills and bilingual capabilities. The programmes have also helped me to become a team player and to work collaboratively with teammates from different cultures with diverse skill sets.



**Chris Lee**  
(PhD student, Boston University; class of 2015)

I received the most professional and comprehensive training in Chinese linguistic studies in town provided by CBS. After graduation from the programme, I worked as a research assistant in the Department. With the research skills and experience I have gained at CBS, I am starting my PhD at Boston University in the fall of 2019.



**Soo Yinn Shin**  
(BACBS graduate from Malaysia; class of 2022)

The core subjects provided by CBS are practical and relevant to my future career... I strongly recommend that you choose CBS at PolyU which provides abundant opportunities for students, including overseas study activities, internships, service-learning and outbound exchange programmes. Here you will have the opportunity to meet people from different countries and have access to international education experience during your studies.



For academic matters, please contact :

### Programme Leader

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### Deputy Programme Leader

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## Enquires

For general information, please contact :

### CBS General Office

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# BALT

BA (Hons) in Linguistics and Translation  
語言學及翻譯學(榮譽)文學士



# Programme Overview



## No. of Credits required for graduation :

A minimum of **126 credits**  
(including 3 training credits)



## Medium of Instruction :

**English and Chinese\***

\* Putonghua by default; Cantonese used only in elective subjects on the Cantonese language



# Academic Pathways

The programme offers the following five academic pathways:

### The Single Discipline Major Pathway:

BALT as the single degree programme

### The Major and Minor Pathway:

BALT as the Major programme and a Minor programme offered by CBS (Japanese Minor or Korean Minor) or another department/faculty/school at The Hong Kong Polytechnic University (PolyU)

### The Major + AIDA Pathway:

BALT as the Major programme and a Secondary Major in Artificial Intelligence and Data Analytics (AIDA)

### The Double Major Pathway:

A Double Major in Linguistics and Translation offered by CBS and English and Applied Linguistics offered by the Department of English and Communication (ENGL)

### Dual degree with the Shanghai Jiao Tong University (SJTU) (admission on a competitive basis):

A dual degree programme with BALT offered by CBS and BA in English offered by SJTU

# Characteristics

**1** Leveraging the combined strengths of linguistics and translation to create a synergy of theory, application and professional training.

**2** Capitalising on advanced information and communication technologies (ICT) to train language-related professionals across a wide range of professions (e.g. translation and interpreting, the IT industry, language policy making, language teaching, and publishing).

**3** Possible enrolment to a dual degree programme with The Shanghai Jiao Tong University (admission on a competitive basis).

# Programme Aims

- To train language-related professionals in our knowledge-rich and highly connected world with special focus on biliterate and trilingual proficiency;
- To endow our graduates with highly sophisticated communication skills, especially in terms of cultural and linguistic sensitivity in intercultural and corporate communication; interpersonal skills and empathy in face-to-face interaction as well as digital communication and the technological savvy to address the complex needs and challenges of today's media landscape;
- To equip our graduates with a general knowledge of the underlying concepts and profession-specific literacy skills in linguistics, speech sciences, translation and interpreting, and corporate communication; and
- To equip our graduates with competence in data analytics involving linguistic and textual data, and the ability to identify, analyse and evaluate relevant trends and information using effective linguistic analytic methods.

# Work-Integrated Education (WIE)

WIE is a mandatory component of the curriculum which connects classroom theory with practical training. Practicum placement with leading companies, small and medium-sized enterprises (SMEs) and social enterprises in Hong Kong, Mainland China or overseas will be arranged for our students. This explains why the graduates of our department are extremely popular with employers.

**With their strong language proficiency and competence in technology, BALT graduates can pursue careers in various professions, local and overseas, including but not limited to the following:**

- Linguistic research
- Translation/interpreting
- Administration and management
- Education
- Corporate communication
- Language data analysis
- Digital/social media content creation and editing
- Social/cultural analysis
- Editing and publishing
- Civil service
- Marketing and sales

Examples of WIE placement offered to students of our department in the past:

- Editor and Translator of New Media, **National Geographic**
- International Marketing Intern and Manager Assistant Intern, **Villarreal CF**
- Summer Intern (Human Resources), **PCCW Limited**
- Human Resources Intern, **L'Oréal Hong Kong Limited**
- Content Creator Intern, **Daikin Air Conditioning (HK)**

# Career Prospects

**Our graduates have worked for various public and private organisations, including:**

- European Union Office to Hong Kong and Macao
- Consulate General of Finland, Hong Kong
- Open University of Hong Kong
- Hang Lung Properties Limited
- Hong Kong Maxim's Group
- Tricor Group
- Strategic Public Relations Group (SPRG)

# Student Exchange Programmes

**Undergraduate students have the opportunity to attend one of our partner institutions in Mainland China or overseas for one semester. The credits earned from the partner institutions can fulfill the academic requirements for BALT.**